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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN COMMUNICATION & MASS MEDIA
(CITY CAMPUS)

ADJM 0101: HUMAN COMMUNICATION

Date: 18th July, 2013

Time: 2.00 – 4.00 p.m.



MASENO UNIVERSITY

Diploma year 1 semester 1

ADJM 0101: HUMAN COMMUNICATION

Answer three questions. Question one is compulsory. Time: 2 hours

1. a). Define language (5 marks)
- b). Language has the following rules: semantic, syntactic and pragmatic rules. Write brief notes on these rules. (15 marks)
- c). Briefly explain Five alternative language that can be used in human communication (10 marks)
2. a). Define human communication (4 marks)
- b). Explain five importance of human communication. (10 marks)
- c). Outline three limitations of written communication (6 marks)
3. a). Define mass communication (4 marks).
- b). Explain the effects of mass media on human communication (12 marks)
- c). Highlight four common types of computer-mediated communication. (4 marks)

4. Give the meaning of the following concepts as used in

human communication

(20 marks)

- a) Selection
- b) Working memory
- c) Emblems
- d) Regulators
- e) Nonverbal codes

5. a) Give the stages of listening process.

(6 marks)

b). Explain four types of listening

(8 marks)

c). State three barriers to effective listening

(6 marks)